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The weekly newsletter for busy people interested in the intersection of Australian innovation, technology and business.

September 7th 2009

Dear Monika

When we started planning **Tech23** we had the idea of bringing **innovative companies** together with the movers and shakers of the industry to make great things happen. And we are so excited, because it is happening! You can see the Tech23 program [here](#).

Tech23 is about exploring the opportunities that exist in certain market segments. First from those at the frontier, telling us what they are up to and then from **experienced industry leaders** who will provide their two cents on the opportunities they see for companies at the coal-face and more generally. But a lot of the real value will be in the networking when companies meet, explain, gain feedback and make connections.

We just want a great buzz at Tech23. Buzz around ideas, passion, opportunities and the people that make it happen! **Come to Tech23** and help make innovation happen!

Best Wishes
Rachel Slattery

newsbriefs

The Seven Network has committed \$50 million to VIVIDWIRELESS, a company to start building a 4G wireless broadband network starting with Perth by March 2010. Martin Mercer who was the former executive director of marketing for Telstra's consumer business has been appointed the CEO. Huawei has been selected to supply the network equipment and Unwired will build and operate the network for VIVIDWIRELESS.

Kiosks at 40 locations will be used to provide training and access to online resources for seniors under the Federal Government's Broadband for Seniors initiative. NEC Australia will enable 100 more sites to go live by the end of September. Anyone interested in hosting kiosks, should register their interest [here](#).

The Victorian Government has congratulated itself on funding online game **Scarygirl** \$250,000 through Film Victoria since the game won the Digital Media Award at the Desktop Create Award. Scarygirl is the creation of illustrator Nathan Jurevicius and Passion Pictures Australia.

Applications for **Victoria's Science Agenda** Strategic Project Fund are now open. Applications close on 16 October 2009.

A new public competition, **apps4nsw**, is to be launched in coming weeks with two categories - ideas for applications or services based around public or government data, and prototype software applications that demonstrate the idea in action.

mHITS has launched **Easy Canteen** enabling parents to pay for their child's school lunches via SMS payment service at Killarney Vale Public School in the NSW Central Coast.

The 34 submissions on the legislative framework for the National Broadband Network have been released and are available [here](#).

AD2ONE has been appointed as the exclusive third party online advertising rights for Coles Online from September 1st 2009.

Global Health Limited's ReferralNet platform has been rolled out between Elsternwick Private Hospital and Private Health funds using the Electronic Claim Lodgement and Information Processing Service Environment (ECLIPSE) extension to Medicare Australia's online claiming solution.

InterSystems Corporation has signed a deal to provide its Australian-developed TrakCare healthcare information system to the new Sharjah Teaching Hospital in the United Arab Emirates.

Examples of excellence in Gov 2.0 are being **requested** by the Federal Government's 2.0 Taskforce by September 20th with winners to gain certificates signed by Minister Tanner and Minister Ludwig.

companywatch

Mercury Mobility Limited (ASX: MMY) is to merge with **m.Net Corporation Limited**. The agreement was signed by the three major shareholders of m.Net (Yahoo!7, Alcatel-Lucent and Telstra), and is conditional upon m.Net's minority shareholders also agreeing to sell their m.Net shares to Mercury at completion. Horden Wiltshire, currently the CEO of m.Net Corporation, will become the CEO of the combined company and Mercury Mobility's Founder and Managing Director, Ben Grootemaat, will become an Executive Director.

Webfirm Group Limited (ASX:WFM) has formed a 50:50 joint venture with **AdSlot Pty Ltd** to continue the deployment of AdSlot's platform and superseding the heads of agreement in place since July. Webfirm is to seed the new company with \$1 million in cash and AdSlot will grant the joint venture a perpetual royalty-free license to the underlying technology. Webfirm Group is also to acquire a 20% shareholding in AdSlot for \$750,000 in cash and 12,500,00 Webfirm shares.

eventwatch



Speakers include: **Nigel Dalton** - General Manager, IT, Lonely Planet; **Todd Porter** - Manager, Online Service Integration, Smart Service Queensland; **Jeff Smith** - Group Executive, Business Technology, Suncorp; **John Sullivan** - General Manager, Online Directory and Search, Sensis.

Please visit **Agile Australia 2009** to register or for a full conference program and speaker biographies.



Commercialising Video - September 24, 2009 Rohan Lund, CEO, Yahoo!7; Lauren McLaughlin, Digital Media, bbc.com; Toby Hack, Digital Broadcasting Sales Director, Nine Network Australia.

Australian Web Week is to be held from October 2 to 9, 2009 to showcase the strength and creativity of the Australian Web industry. Festivities include - an exhibition by YiYing Lu, designer of the iconic Twitter Fail Whale, **Web Directions**, Common Ground, Ignite Sydney and WE Rock.

Playford Capital's next breakfast seminar with guest speaker Marty Gauvin, founder of Hostworks is to be held on Wednesday 21st October 2009. More details [here](#).

peoplewatch

Alastair Watts has been appointed head talent broker for the new Melbourne office of **s2m Digital**. Originally from the UK, Alastair has recruitment experience with global accounts such as Nokia MP, Ericsson and Symbian.

Rob Heselev has joined **Yarris** to lead the charge in taking the Yarris - IBM Maximo® offering to the international market place. Rob was IBM's Maximo ITSM Channel Manager, Asia/Pacific, and was Professional Services Manager for MRO Software in Australia and New Zealand. MRO developed Maximo and it was later acquired by IBM.

